

# REPORT

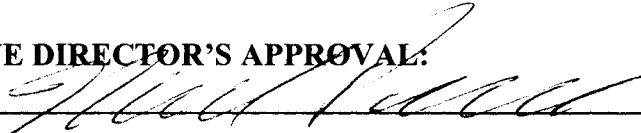
**DATE:** August 30, 2007

**TO:** Administration Committee  
Executive Committee

**FROM:** Rhonda Lawrence, Senior Human Resources Analyst, 213-236-1917,  
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**SUBJECT:** Government and Public Affairs Classification Study Results

**EXECUTIVE DIRECTOR'S APPROVAL:**



## RECOMMENDED ACTIONS:

The Personnel Committee acted on August 9, 2007 to recommend approval of the classification levels and the salary ranges for the revised/new Communications, Graphics, Legislative, Member Relations and Public Affairs Series:

Classification	Annual Minimum	Annual Maximum	Salary Range Increase
Public Affairs Specialist I	\$48,606.15	\$ 63,188	New class
Public Affairs Specialist II	\$58,235.38	\$ 75,706	Equal to old Gov Aff Analyst
Public Affairs Specialist III	\$67,367.69	\$ 87,578	16% over old Gov Aff Analyst
Public Affairs Specialist IV	\$76,401.54	\$ 99,322	5.1% over old Sr Gov Aff Analyst
Communications Strategy Officer	\$80,221.54	\$104,288	10% increase over old Sr Comm Sp
Manager of Communications	\$95,470.77	\$124,112	No change
Graphics Designer	\$50,618.46	\$ 65,804	8.9% increase
Web/Graphics Designer	\$55,680.00	\$ 72,384	8.9% increase
Senior Graphics Designer	\$57,072.31	\$ 74,194	8.9% increase
Lead Graphics Designer	\$60,211.54	\$ 78,275	8.9% increase
Legislative Analyst I	\$51,036.15	\$ 66,347	New class
Legislative Analyst II	\$61,243.08	\$ 79,616	5% over old Gov Aff Analyst
Legislative Analyst III	\$67,367.69	\$ 87,578	16% over old Gov Aff Analyst
Legislative Analyst IV	\$76,401.54	\$ 99,322	5.1% over old Sr Gov Aff Analyst
Manager of Legislative Affairs	\$95,470.77	\$124,112	New class
Member Relations Officer I	\$51,036.15	\$ 66,347	New class
Member Relations Officer II	\$61,243.08	\$ 79,616	5% over old Gov Aff Analyst
Member Relations Officer III	\$67,367.69	\$ 87,578	16% over old Gov Aff Analyst
Member Relations Officer IV	\$76,401.54	\$ 99,322	5.1% over old Sr Gov Aff Analyst
Manager of Member Relations	\$95,470.77	\$124,112	No change

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## SUMMARY:

This study is the fourth classification and compensation study conducted in-house to update the classification and compensation plan since the study conducted by Personnel Concepts in 2001. An all agency benchmark compensation survey will be conducted in January 2008.

The classification study of the Government and Public Affairs classes resulted in creating separate class series for each division to replace the classes of Government Affairs Analyst, Communications Specialist and Senior Government Affairs Analyst. The Legislative Analyst, Member Relations Officer and Public Affairs Specialist class series are recommended to better describe the duties and responsibilities and reflect the different working conditions, and the slightly different skill set used in each division. As with the Regional Planning class series, this study recommends establishing two class levels below the journey level. The Senior Communications Specialist position title is changing to Communications Strategy Officer to reflect the position's responsibility for formulating marketing and communication strategies for all SCAG programs. These changes should aid recruitment and retention.

In 2005 Government and Public Affairs was restructured from a division within the Executive Office to a department. A recruitment was held for the Department Director position. A suitable candidate was not found and the Director of Legal Services assumed responsibilities for the Department. The Department Director, with input from staff, established three divisions within the Government and Public Affairs Department in August 2006. The class of Manager of Member Relations was established in late 2006 for recruitment purposes. This study establishes the class of Manager of Legislative Affairs and updates the position title of Communications Supervisor to Manager of Communications to reflect management responsibility for a small division. No classification changes are recommended for the Graphics Design series.

The salary survey indicated that salaries should be increased for all series. Using the compensation practices established in the 2001 compensation survey, marketplace competitiveness was determined for entry and highest level public affair classes and the journey level graphic designer. The salary ranges for the other class levels within these series were determined by linking the other levels to the surveyed classes. The manager classes were internally aligned with the class of Manager I based on scope and impact of the divisional responsibility. All minimum salaries are based on a 30% vs. 50% spread as indicated in the July Regional Council Informational Report.

## BACKGROUND:

The study began during the winter of 2007 and concluded in the spring. All fourteen employees completed a job analysis questionnaire and were interviewed regarding their job duties and responsibilities. Meetings with managers and the department director were held to discuss the functions supported by positions and responsibilities of individual positions.

Base salary information was collected in early 2007 from the 12-agency group which has been used since the last agency-wide classification and compensation study in 2001. The Graphic Designer journey level class was used for comparison and those agencies that have either a Public Affairs or Legislative Analyst class series was used for comparison for the other class series in the department. If an agency had more than one class series similar to the Legislative, Member Relations or Public Affairs class series, they were paid equivalently. Therefore only one class series is used for comparison.

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Salary survey results comparing the maximums of the salary range for Public Affairs and Graphic classes are listed on the next page. In the 2001 study the Government Affairs Analyst series was not surveyed, but rather linked internally to the Regional Planner series with no explanation provided.

Agency	Entry Level Pub Aff	Highest Level Pub Aff Ana	Graphic Designer
ABAG	57,576	87,708	57,576
City of Long Beach	No Match	No Match	No Match
City of Los Angeles	64,958	90,577	63,162
City of Pasadena	No Match	No Match	51,161
Los Angeles County	No Match	No Match	51,756
MTA	60,486	83,221	66,685
MTC	74,035	120,500	74,035
MWD	66,414	100,339	68,182
OCTA	59,363	79,061	No Match
Orange County	No Match	No Match	48,755
SANDAG	60,750	85,505	57,857
SCAQMD	66,324	79,812	50,004
SCAG Salary Range	new	94,544	60,416
75th Percentile	66,347	99,322	65,804
% Difference from 75th %tile	---	-5.1%	-8.9%

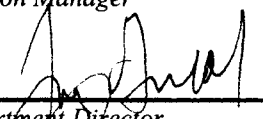
## FISCAL IMPACT:

This study results in a minimal immediate fiscal impact. Adequate funds are available in the budget to cover the cost. Employees only move in the salary range if their position is reclassified or at the time of their merit pay performance increase. This study recommends one position for reclassification. Employees receive a 5% increase upon reclassification. The total cost for fiscal year 07/08 is estimated to be \$3,500.

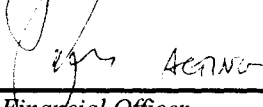
Reviewed by:

  
Division Manager

Reviewed by:

  
Department Director

Reviewed by:

  
Chief Financial Officer